

**Concordia University  
Council of the John Molson School of Business  
Minutes of the meeting held  
Friday, February 2, 2001**

**Present:** M. Anvari (Chair)  
D. Acland (Acco.), A. Ahmad (Fina.), K. Argheyd (Mana.), C. Bayne (DS&MIS),  
H. Bhabra (Fina.), R. Chandra (Mktg.), J. Etezadi (DS&MIS), A. Fagnoli (Reg.),  
G. Fisher (Econ.), K. Gheyara (Acco.), Z. Gidengil (Mktg.), M. Gowing (Acco.), J. Hall  
(Mana.), S. Hoffman (Lib.), A. B. Ibrahim (Assoc. Dean), E. Jacinto (CGSA), J.E. Jans  
(SGS), G. Kanaan (Acco.), J. R. Kapoor (Acco.), R. Knitter (Mana.), L. Lamarre  
(Cinema), J. Landry (CASA), B. Lee (Acco.), S. Luckoo (CASA), D. Morin (Assoc. Dean),  
C. Mota (PR), R. J. Oppenheimer (Mana.), S. Ray (Mktg.), W. Roscoe (Acco.),  
J. A. Rosenblatt (MBA), R. Sebaaly (CASA), M. Sharma (DS&MIS), T. J. Tomberlin  
(Assoc. Dean), R. Vadivel (Staff), F. Velez-Torres (CGSA)

**Absent with**

**Apology:** J. Ahmad, A. Usas

**I Call to Order**

The meeting was called to order at 09:25.

**II Closed Meeting**

**III Open Meeting**

**IV Approval of Agenda - CAFC-2000-01A**

*It was moved by J. Hall and seconded by M. Sharma that the Council approve the agenda with the following addition: Item XVI, New Business – add Commerce Placement Centre*

*The motion was carried unanimously.*

**V Approval of the Minutes - CAFC-2000-08M**

*It was moved by M. Sharma and seconded by J. Hall that the Council approve the minutes with the following addition: Present list – add J. Hall and S. Hoffman.*

*The motion was carried unanimously.*

**VI Chair's Remarks and Question Period (15 minutes maximum)**

The Chair reported that:

- The official inauguration of the Calvin Potter Fellowships held February 1 was a great success. He described the structure of the portfolio management program that was launched last year thanks to the \$1M donation from Ken Woods, an alumnus who attributes his remarkable business acumen to his inspiration from his former professor, Dr. Calvin Potter, Department of Finance.
- The interim report for maintaining AACSB accreditation has been accepted. The report addressed the concerns raised in 1996 about research in the Accountancy area, funding and ratios. He advised that in future AACSB will require continuous reporting of quantitative data on an annual basis. The continuous reporting has serious implications for the school inasmuch as failure to meet the AACSB standards, particularly in the category of intellectual contributions, would risk the school's accreditation. Fortunately, a program for monitoring the ratios has been implemented and the issue of ensuring a mechanism for monitoring intellectual contributions is included in the strategic plan.
- Pursuant to the application for accreditation of the Accountancy program in June 2000, the successful visit of the AACSB Peer Review Team for Accountancy accreditation took place January 21 – 23. The process for accreditation of the Accountancy Program was similar to

- the process for business accreditation. Although 400 schools have obtained business accreditation world-wide only 100 have accreditation of their Accountancy programs, and only two schools outside the United States have accreditation. The members of the Peer Review Team, Dr. Gary L. Sundem, University of Washington, Dr. J. Trapnell, Clemson University and Mr. Pierre Seccareccia, Associate General Director, PricewaterhouseCoopers, will recommend to the AACSB that the Accountancy program of the John Molson School of Business be granted accreditation. He thanked the faculty, staff and students involved in the process with special thanks to D. Acland, project coordinator, and he paid tribute to G. Kanaan for his tireless dedication to the success of the project.

*It was moved by M. Gowing and seconded by A. Ahmad that a vote of thanks be extended to Professors Kanaan and Acland and the members of the Department of Accountancy.*

*The motion was carried unanimously.*

- The *Financial Times of London* have ranked the John Molson School of Business MBA Program 98<sup>th</sup> among the top 100 business schools in the world and the National Post business supplement ranked the school's MBA 7<sup>th</sup> among 30 MBA programs in Canada. He noted the effectiveness of the publicity campaign for the name change and congratulated T. J. Tomberlin and his staff for this success. The methodology for ranking research used by the *Financial Times of London* measures the research component of a school by the number of publications in designated top journals in the fields of management. This model can serve as a guideline as to where to concentrate research and where to provide support and incentives to help faculty members publish in the selected journals.
- In accordance with the strategic plan the hiring process has begun for an Information Officer to monitor surveys and ensure benchmarking efforts continue.
- A meeting of the chairs and associate deans will be planned to develop an action plan and monitoring mechanisms. Faculty members were asked to be ready to participate in the work of implementing the academic plan.
- The students' performance in the Undergraduate Business Games ranked #2 in the country in the competitions and #1 in spirit. The overall performance at the Commerce Games was less than expected, however, an ad hoc committee, composed by R. Sebaaly, M. Haber and the dean, will develop a strategic plan to identify the competitions that the school will participate in, the type of support required and the areas that need to be strengthened to assure success in the future.
- The MBA Case Competition, that was won by Laval University and attended by approximately 300 members of the business community, was a huge success. The team organizers were congratulated. Given the importance of this event in terms of contact with the business community, G. Bell and P. Brunet have agreed to develop a plan to reinforce the business contacts made via the competition.
- The Chair read the following announcement:

The Society for Teaching & Learning in Higher Education and 3M Canada are pleased to announce that the 3M Fellowship Program will be administered from the John Molson School of Business. Dr. Arshad Ahmad has been appointed as the new Program Co-ordinator effective January 2001. The 3M Fellowship Program which began 15 years ago, is the only national program in Canada that recognizes teaching excellence and educational leadership. Ten teaching fellows are selected each year who are awarded a citation and an invitation to participate in a three-day retreat at the Chateau Montebello in Quebec. You are encouraged to

nominate a deserving colleague to this prestigious fellowship. For nomination guidelines and any other information that you may require please contact A. Ahmad.

The Chair congratulated Dr. Ahmad on the completion of his Ph.D. requirements. In conclusion he announced that February 28<sup>th</sup> was the nomination deadline for the Concordia Medal, the Malone Medal, the O'Brien Medal, the Stanley G. French Medal, the First Graduating Class Award. Nomination forms are available in the Office of the Dean, the Dean of Students Office and Birks Student Service Centre.

VII **Council Elections**

**. Replacement of B. Shapiro on the Steering Committee of the John Molson School of Business**

J. A. Rosenblatt was elected by acclamation to replace B. Shapiro on the Steering Committee of the Council of the John Molson School of Business.

**. One full-time faculty member from a Faculty department other than Accountancy to serve on the Advisory Search Committee for the Chair, Department of Accountancy**

C. Bayne was elected by acclamation.

VIII **Business Arising from Previous Meeting(s)**

IX **Report: Graduate Programs, Research and Program Evaluation  
Proposed Criteria for Fast-Track Provisional Approval Process for Short Graduate  
Certificates (US-2000-6-D10) - JMSB-2001-01A-01**

J. Jans explained that the process had been approved by Senate in April 2000. Comments or questions concerning the Provost's specifications (APC 202-D9 US-2000-6-D10) referred to in item 6 of the original document could be sent directly to J. Jans.

**Proposed Ph.D. Graduate Curriculum Changes for the Academic Year 2002-2003 - JMSB-2001-01A-02**

On behalf of J. McGuire, T. J. Tomberlin highlighted the proposal and the rationale for the three revisions as described in document JMSB-2001-01A-02.

*It was moved by T. J. Tomberlin and seconded by C. Bayne that the Council approve the proposed Ph.D. curriculum changes for the academic year 2002-2003 as presented in document JMSB-2001-01A-02.*  
*The motion was carried unanimously.*

X **CGSA Report**

E. Jacinto reported the success of the CGSA Christmas dinner and announced that Matthew Anin had been elected president of the MBA Society effective January 1, 2001. The CGSA and the MBA Society will collaborate in planning activities including the upcoming winter carnival. She advised that CGSA elections will be held at the end of February to ensure a smooth transition, constitutional changes aimed at promoting commitment to the association and the name change of the association to reflect the new name of the school will be considered. In conclusion, she advised that the graduate student 's room, GM204, will be renovated to provide additional space.

XI **Report: Administrative Affairs and Human Resources**

B. Ibrahim reported that the Task Force for the new building had reviewed the programming developed by CIM with the feedback from faculty and staff incorporated. The next step for the Task Force will include visits to recently built state-of-the-art business schools.

With regard to the projected groundbreaking date, the Chair advised that even though the plans for the Science building were about six months ahead of those for the other Faculties, the Rector has stated that all projects have equal priority. He noted, however, that the Faculty has been

rightly criticized as the Faculty with the lowest contribution to the Building Campaign, an issue that needs to be addressed given the impact of our own commitment to the project on potential external donors. Despite the need to increase the faculty's contribution to the building fund, groundbreaking would optimistically take place by September 2003 as projected by the strategic plan.

## **XII Report: External Affairs and Executive Programs**

T. J. Tomberlin reported that CIT was working on a smooth transition in changing the name of the server from mercato to John Molson and the go-ahead for new stationary supplies would be issued from his office within the next week. He announced the success of the Calvin Potter Fellowships inauguration and thanked E. Katz for organizing the event. He announced that the Awards of Distinction luncheon will take place on February 6, 2001 to honor Heather Reisman, Yvan Allaire, Brian Neysmith and Suzanne Labarge and thanked M. Davis for organizing this event. Future events planned include:

- February 2001: a ceremony to publicize the appointment of the Distinguished Professorships from the Royal Bank and the CIBC
- March 2001: a ceremony in Toronto to publicize the Endowed Chair in Finance and to launch of the Investment Management Program
- April 2001: a ceremony to publicize the Bloomberg Chair in Accountancy
- May 2001: a special editorial supplement in the Business Report of the *Globe and Mail* focusing on the school's activities in financial accounting
- June 2001: a special celebration for the first graduates of the John Molson School of Business

## **XIII Report : Undergraduate Programs, Academic and Student Affairs**

D. Morin reported that this morning she had the opportunity to introduce sixty young students from Beijing-Concord College of Sino-Canada to the John Molson School of Business. She announced that R. Vadivel has become the Recruitment and Retention Officer and I. Lacelle has become the Coordinator of Student Affairs. She asked faculty members to inform their students of the Export Development Corporation competition and the Quebec government funding available for students to study abroad. She outlined the admission statistics for January 2001 and the enrolment statistics for courses offered to non-commerce student that had just been distributed (attached JMSB-2001-01M-01) to members of Council.

## **XIV CASA Report**

R. Sebaaly reported the success of the Marketing Sports Seminar that attracted over 200 participants from across Canada. With regard to the highly publicized business school competitions such as the Commerce Games (Accounting and Entrepreneurship – Gold, Finance – Silver, International Business and P.O.M. – Bronze). the ICBC Queen's case competition (placed 3<sup>rd</sup> and 4<sup>th</sup>) and the Undergraduate Business Games (2<sup>nd</sup> overall), he emphasized the need to carefully select the events the school will participate in and do what is necessary to ensure outstanding performances. He invited Council members to the upcoming Cannes festival sponsored by the Marketing Students Association featuring world wide award winning advertisements. In conclusion, he advised that CASA elections would soon begin.

## **XV Reports from Faculty Representatives on University Committees**

1. University Senate
2. Arts and Science Faculty Council
3. Senate Academic Planning and Priorities
4. Senate Academic Programs Committee
5. Senate Research Committee
6. University Library Committee
7. Undergraduate Scholarships and Awards Sub-committee
8. Board of Governors

9. Council of the School of Graduate Studies  
J. Jans reported that J. Fryer and E. Besso have resigned from the Office of Research Services

A brief discussion ensued regarding the Senate motion that allows students the opportunity to reschedule their exams to enable them to attend the People's summit and demonstrations between April 20 and April 24, 2001 in conjunction with the Free Trade Area of the Americas meeting in Quebec City. It was clarified that the final decision to offer an alternate exam rests with the instructor. Non-graduating students would be given a window of opportunity to make a formal request to be considered by each instructor. One member of Council expressed strong concern that the Senate has set a precedent that would promote special. The Chair pointed out that the impact of globalization and de-regulation was such a critical issue that it has been proposed that the school organize a high-level seminar concerning the social issues arising from the liberalization of the economy.

XVI **New Business**

- i) **Appointment and Review Committee for the Selection of the Concordia Chairs (s)**  
**JMSB-2001-01A-03**

This item will be brought forward to the next meeting of the Council.

- ii) **Commerce Placement Centre**

R. Sebaaly distributed a proposed resolution concerning the allocation of government funding for student placement to the Commerce Placement Centre.

The following resolution was moved by R. Sebaaly and seconded by J. Landry.

*Whereas, the Commerce Placement Centre (CPC) is a student service that is key to the faculty mission, which is to produce highly employable students,*

*Whereas, the CPC is a cornerstone within the new strategic plan of the John Molson School of Business.*

*Whereas, the CPC is currently funded in majority by the students, through funds collected by CASA,*

*Whereas the CPC is failing to service even a quarter of the student population because of inappropriate funding and extreme scarcity of resources,*

*Whereas the CPC is operating at an approximate rate of one staff member to a thousand students when most other business schools operate at a rate that is closer to one staff member to a hundred students,*

*Whereas, the government in its new funding formula, allocated \$1,000,000 to Concordia University under a special envelope to promote student placement.*

*Whereas, The University has not allocated this special envelope yet,*

*Be it resolved that the Faculty strongly request that the University administration allocate a sizable part of the envelope to the operational budget of the CPC, to allow it to at least double its staff and services, allowing the John Molson School of Business to be in the same league as leading business schools.*

During the ensuing discussion, the following points were noted:



- . a description of precise needs and a projected budget should be included with the request
- . the CPC should not be presented as failing to serve the students as it is in fact doing a remarkable job under the circumstances
- . consideration should be given to other student needs, such as student advising
- . a comparison between the performance of CAPS and CPC may strengthen the request
- . If commerce students continue to pay into CAPS, an argument could be made to re-allocate the funds to CPC
- . the reference to CPC servicing only one quarter of the students suggests that students are turned away which is not the case. It may be that only a portion of the students utilize the service of the CPC

After further discussion the mover and the seconder agreed to the amendments suggested by Council to the fourth and final paragraphs of the motion. The amended motion was presented:

*Whereas, the Commerce Placement Centre (CPC) is a student service that is key to the faculty mission, which is to produce highly employable students,*

*Whereas, the CPC is a cornerstone within the new strategic plan of the John Molson School of Business,*

*Whereas, the CPC is currently funded in majority by the students, through funds collected by CASA,*

*Whereas, the CPC's services to students are inhibited because of inadequate funding and extreme scarcity of resources,*

*Whereas, the CPC is operating at an approximate rate of one staff member to a thousand students when most other business schools operate at a rate that is closer to one staff member to a hundred students,*

*Whereas, the government, in its new funding formulae, allocated \$1,000,000 to Concordia University under a special envelope to promote student placement*

*Whereas, the University has not allocated this special envelope yet;*

*Be it resolved that, the Faculty strongly requests that the University administration allocate a sizable part of the envelope to the operational budget of the CPC, to allow it to increase its staff and services, allowing the John Molson School of Business to effectively serve its student population.*

*The motion was carried unanimously.*

R. Sebaaly advised that CASA will prepare a proposal to the senior administration that will include the CPC's strategic plan and budget projections.

**XVII Other Business**

**XVIII Adjournment**

It was moved by A. Ahmad and seconded by C. Bayne that the meeting be adjourned. The meeting was adjourned at 11:15.

**XIX Next meeting**

The next regular meeting of Faculty Council will take place Friday, March 9, 2001 at 09:30 in GM403-2.